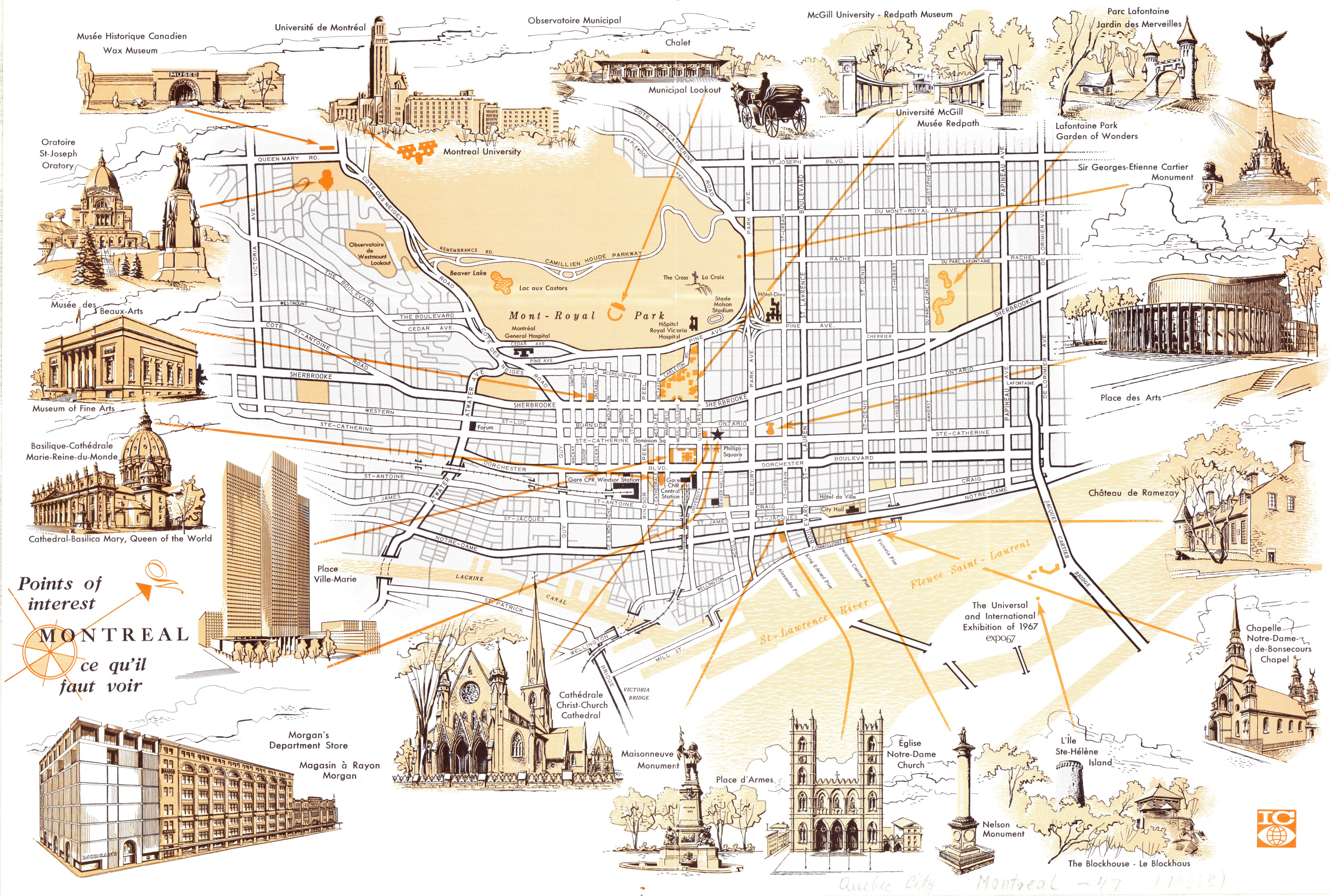
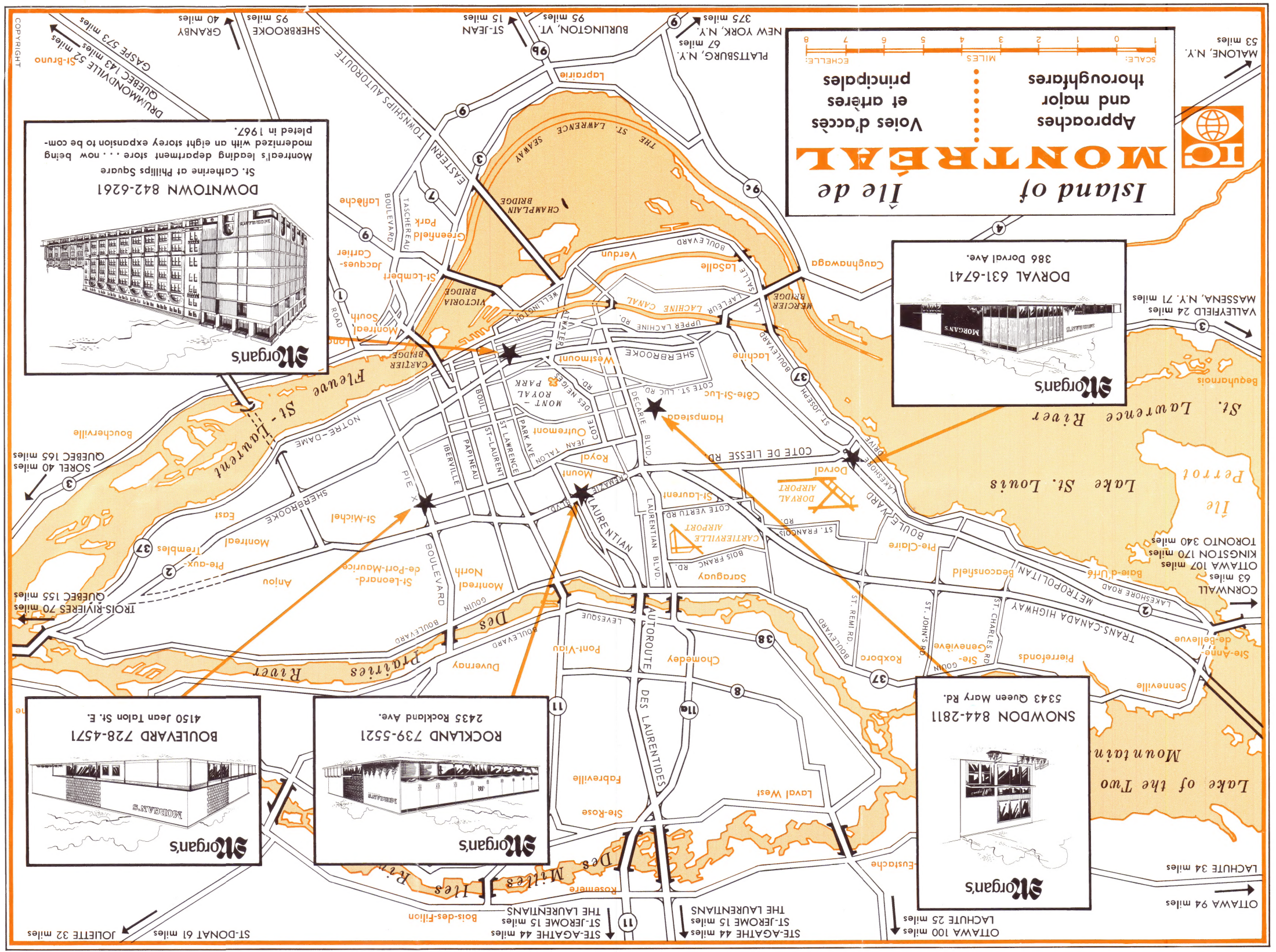






The Universal and International
Exhibition of 1967

expo67

Montreal... April 28 to October 27, 1967

Never before has an Exhibition of this type been held in the Western Hemisphere. Its central Theme will be "Man and his World", a theme which will find expression in the individual pavilions of at least 60 participating nations, and in special Theme areas where man's struggle to understand and adapt to the world around him will be entertainingly told through the use of new and novel methods of presentation.

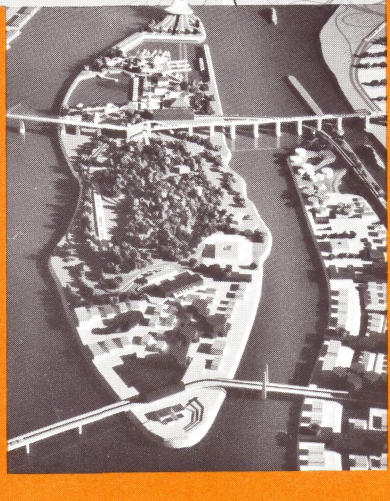
The site of the Exhibition is unique. Over 700 acres are being developed on two islands in the middle of the St. Lawrence river and on a narrow strip of land jutting out into the heart of the busy harbour. All major areas will be connected by a rapid transit system by which visitors will travel free as often as they choose. Entertainment will be lavish and varied including the best the world has to offer in drama, cinema, ballet, music from pop to symphony, with spectacles provided by famous groups from the four corners of the world. This promises to be the show of the Century, a major highlight of Canada's Centennial year.



Here is the master plan of the Universal and International Exhibition which will be held in Montreal from April 28 to October 27, 1967. It will rise from majestic islands on the St. Lawrence River, route of the pioneers and life-line of the Canadian nation.

It is the third exhibition of the first category sanctioned by the International Bureau of Exhibitions: the others were at Paris in 1937 and at Brussels in 1958. The marine setting is well suited to a world event in Canada, a country boasting three oceans as frontiers. Accordingly, the architectural layout of the site offers a vast choice of spectacular waterfront locations for national and industrial pavilions.

The Ste Helene looking down river, with Mayor Drapeau's Tower on the lower tip where the entertainment area will be.



VILLE MARIE - OLD MONTREAL

Notre-Dame, de Bonsecours
Marché Bonsecours
l'Eglise Notre-Dame
Place d'Armes
Monument de Maisonneuve
Place Royale
Maison de St-Sulpice
Maison de St-Sulpice

A walking tour of Old Montreal

For more than a century after its founding in 1642 by Paul de Chomedey, Sieur de Maisonneuve, the growth of Montreal revolved around the spot where Maisonneuve built his first settlement of Ville Marie. With the years, dwellings and the fort were extended to cover an area known as "Old Montreal", which still includes today the City government, the Court Houses, the Provincial administrative offices, the financial district and the shipping interests. A sentimental journey to "Old Montreal" might start at Place Royale and D'Youville Square, the "cradle of Ville Marie" and proceed east on St. Paul's Street, the oldest in Montreal. On St. Sulpice Street between St. Paul and Le Royer, three bronze plaques commemorate the foundation in 1644 of the first Hotel Dieu by Jeanne Mance, and the building of the first parish church of Ville Marie, in 1656.

Going up St. Sulpice Street, one comes to Place d'Armes, scene of the first encounter of the founders with the Iroquois Indians, who were repulsed. Maisonneuve killing the chief with his own hands. In the centre of the square stands de Maisonneuve's monument, and on the South side, Notre Dame church, the "mother" church of Montreal, built in 1829. A little further west of Notre Dame Street, is the venerable home of the first seigniors and first priests of Montreal, The Gentlemen of St. Sulpice, who have been living behind these old stone walls since 1685. Proceeding East on Notre Dame Street as far as St. Lawrence Street, one reaches the spot where the home of Lamotte-Beaulieu, French explorer and founder of Detroit, once stood. Down St. Lawrence Street towards the river, one passes the spot

where the convent of the *Reverend Sisters of the Congregation of Notre Dame* stood until 1913. This teaching order was founded in Montreal in 1653 by Marguerite Bourgeoys. Further East on Notre Dame one passes between the two Court Houses, glances at the statue of Jean Vauquelin, naval defender of Quebec in 1760, and at the huge column erected to the glory of Admiral Nelson, victor at Trafalgar, to arrive at Jacques Cartier Square and Bonsecours Chapel. On St. Paul Street, stands the venerable Bonsecours Market, erected originally by Marguerite Bourgeoys in 1657 and replaced by a stone structure in 1675. It was destroyed by fire in 1754 and restored in 1772. Coming back now on Notre Dame Street, the visitor will finally reach the Chateau de Ramerzy, built in 1705, one of the rare houses characteristic of the French regime still intact. The chateau has a long and colourful history, having been sold to the East Indian Company following the death of Governor de Ramerzy and having been used as headquarters by the American occupation forces in 1775. Lord Metcalfe was the last English governor to live in the Chateau, which later served as a court house, university and city hall before being turned by the City of Montreal into a fascinating historical museum.

LOOK TO MORGAN'S FIRST... IN MONTREAL!

Montreal's oldest department store, founded in 1845... and noted for women's fashions, men's wear, and home furnishings... and famous for fine imports such as linen, glassware and china, including the largest collection of Wedgwood in Canada, and on outstanding selection of authentic antiques.

CARTE
TOURISTIQUE
Montreal
TOURIST
MAP

When in Montreal, shop at



CANADA'S QUALITY DEPARTMENT STORE
ESTABLISHED IN 1845

MORGAN'S
St. Catherine at Phillips Square
in the heart of the shopping area

Five completely air-conditioned stores in Montreal

* DOWNTOWN * DORVAL * BOULEVARD
* ROCKLAND * SNOWDON